

8b
NH
502
A61
1913



Digitized by the Internet Archive
in 2011 with funding from
Research Library, The Getty Research Institute

<http://www.archive.org/details/anscopicturewayo00ansc>

AnSCO

The Picture Way of
Making Enjoyment Last Forever



1913

AnSCO Company
Binghamton, N.Y.

AnSCO Company

BINGHAMTON, N. Y.

The first manufacturers of Daguerreo-type plates in America.

The first manufacturers of professional cameras and photographic supplies in America.

The first manufacturers of dry plate and film hand cameras in the world.

The reproduction below is taken from an AnSCO advertisement in *The Photographic Times* of January, 1885.



Copyright, 1913, by AnSCO Company



The Ansco Way to Artistic Results

THE delights of photography! Do you know them? To note and indelibly record for future viewing a scene of beauty or action—a waterfall in a flowered glen—a child at play—a speedy train or automobile; in other words, to give free rein and full development to our love for the beautiful, the artistic, the unusual—in all these lies the charm of photography.

If you have denied yourself these pleasure-thrills it can be only for one or two reasons—you think it expensive—or you think it beyond your skill. Glance through this little book and you will find one or more trustworthy cameras priced to fit your purse. Go to any ANSCO dealer and in ten minutes he will show you how easy it is to operate an ANSCO. You will find the different models light, compact and well made. They can be loaded and unloaded with the ANSCO cartridge film in daylight. The film may be developed in the darkroom or the tank in full daylight. If desired, the film may be sent to the nearest ANSCO dealer to be developed, and finished on CYKO paper.

Do not hesitate to invest in an ANSCO, for in a short time you will find yourself amply rewarded for your enthusiasm by pictures that will never fail in interest to you and your friends. In vacation time alone, your ANSCO will prove an inseparable companion, always ready, a true and faithful recorder of all those scenes that make you say, "The best time I ever had."



THE DELIGHTS OF PHOTOGRAPHY



If you are already a follower of the delightful art of photography, for pleasure or profit, there is much in this little book that you can read to your advantage. The pages on ANSCO film and CYKO paper form the basis of our argument that the Ansco way is the absolutely certain way to faithful, forceful, artistic results.

An ANSCO Makes a Fine Gift

The simplicity and everyday usefulness of an ANSCO make it an unusually suitable and never-to-be-forgotten gift for young or old. For a girl or boy the ANSCO will prove a valuable instructor in the ways and beauties of nature. Elbert Hubbard stated a year ago that photography has taken its place alongside of books in education, and Edison, in a recent interview published in *The Saturday Evening Post*, gives facts to show that photography will do away with books in teaching the race. Make your next gift an ANSCO.

The Reason for ANSCO Quality

It is a strong guarantee of highest quality that the manufacturers of ANSCO and CYKO products are the pioneer makers and originators of professional and amateur cameras, and the only American manufacturers with more than half a century experience. Ninety-eight per cent. of all professional cameras made in this country were made by the ANSCO COMPANY. They know, therefore, the requirements for highest photographic efficiency—and how these can be simplified for the amateur without sacrificing best results.



Children Never Grow Old In the ANSCO Album

The family album: remember the pleasure it gave you to look through it, and how you wondered at the strange costumes father and mother wore years ago? How you wished you had pictures of them when they were young and care-free—playing about at grandma's or around the tree at Christmas. You would count such pictures treasures now.

For your pleasure in later years, and for the enjoyment of all who come after you, start such an album *now*. The ANSCO will help you. Every day the children at play unconsciously strike some charming pose that attracts you. Get it with the ANSCO. Take pictures of the children from the time they crawl and talk and walk, and on up till they reach the "grown-up" age, and don't forget the older folks. Add their pictures to your ANSCO album. Make it a family history in picture. The informal, everyday "snapshots" you take of the family will become more dear to you by supplementing the more formal studio poses.

No Matter What the Picture ANSCO Film Will Give You True Color Values

A dry-point or an etching by Whistler has in the fine shades of black and white all the force of the color values which the camera makes possible with the ANSCO film.

All film may be truthfully advertised as being orthochromatic, for there is no difficulty in making a film sensitive to one or more colors. The art is to make it sensitive to the



COLOR VALUES



right colors and in the proper degree, so as to produce the various tints of black and white necessary to create the correct impression. This has been done with ANSCO film.

In view work, where there are clouds or foliage or great distances, all details show clearly and a harmony of light and shade is obtained with ANSCO film. In portrait work, draperies, dresses, etc., are reproduced in their true color values. Auburn hair will be shown in a different tone from black hair; blue eyes will not look almost white.

Use ANSCO Film

It's the film that makes the picture, and this should be carefully considered by you, whether your film camera is an ANSCO or another make. ANSCO film fits all standard cameras.

There are many dealers bound by agreement to other manufacturers who will endeavor to sell you a film of some other kind. But you should try ANSCO film and then let the results determine which film you will continue to use.

The ANSCO Film is the Original, Genuine, Perfect Film

The patent for the first camera film was applied for by the Rev. Hannibal Goodwin in 1887. Owing to interference proceedings in the U. S. Patent Office, Dr. Goodwin's patent was not issued till 1898. All ANSCO films are made by a process which grew out of the one patented by Dr. Goodwin. This is why we say that the ANSCO film has behind it years of experience of the highest order.



Develop Your Own Films Then Print Them on Cyko Paper

If you have never done your own developing and printing, try it. It's intensely interesting and really simple after a few trials.

You start with a roll of ANSCO film that contains, say your vacation pictures. In the dim light from the ruby lamp in your darkroom, the film shows no indication of the camera's work. As you slowly draw the film through the developer, you note with anxious interest each image as it slowly grows to the scene you remember. "Will it turn out right?" "I wonder if I gave that enough time?"—these will probably be some of your thoughts. And when all are developed, you are justly proud of your work—you have mastered the second step in photography—you have helped create something.

And then comes the "printing," when CYKO paper will prove its value to the amateur. Read on page 45 to find out just why.

If you don't care to do your own printing, any dealer will make your prints on CYKO paper.

Time after time pictures printed on CYKO paper have won the Grand Prize at photographic exhibitions, thus proving its high quality.



THE IMPORTANT SHUTTER QUESTION



Optimo Shutter





Ansco Automatic Shutter



EXPERIENCE has demonstrated that a shutter accurate in action and working with precision must necessarily be a carefully adjusted instrument, and, therefore, easily affected if abused in handling and if allowed to become clogged with dirt. This question has been satisfactorily solved for us by the Wollensak Optical Company who originated the first self-setting shutter ever made. The ANSCO Automatic embodies many new principles in shutter construction, all working parts being concealed in a neat outer casing, and thus entirely protected from dust and injury. The various exposures are governed by a lever at the top of the shutter, which is much easier to operate than a disk. In addition to "time" and "bulb" it gives 6 degrees of speed in making instantaneous exposures from 1 to 100th part of a second.

The ANSCO Automatic is provided with iris diaphragms to control the size of lens opening, and with finger and bulb releases. The body case is silver finished, levers in polished nickel and scale plates in black with silver letters.



THE IMPORTANT SHUTTER QUESTION



Cyko Automatic Shutter



THIS shutter is in construction and appearance similar to the ANSCO Automatic, and was devised for the lower price Ansco Folding Cameras. It differs from the Ansco Automatic in that it is a single valve shutter and lacks the lower speeds of automatic exposures, but the "bulb exposure" answers the purpose. Otherwise the shutter is automatic in its action and has all the working parts enclosed in a neat outer casing.

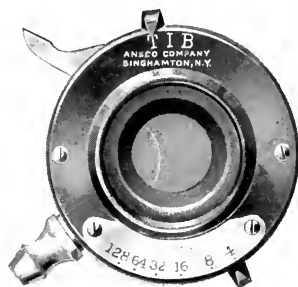
This and the other shutters fitted to Ansco Cameras are made by the Wollensak Optical Co., Rochester, N. Y., who guarantee them to us and to our customers. In case the shutter should need repairing it will save time to send it direct to the manufacturers.



THE IMPORTANT SHUTTER QUESTION



Junior Shutter



THIS shutter, which is the one fitted to the ANSCO JUNIOR Camera, is a self-setting shutter operated by a bulb and is automatic in action. It has a very neat appearance, the body case being finished in black enamel and the levers in polished nickel. It is provided with "time," "bulb" and instantaneous exposures and with iris diaphragm, allowing lens openings from U. S. 8 to 128.

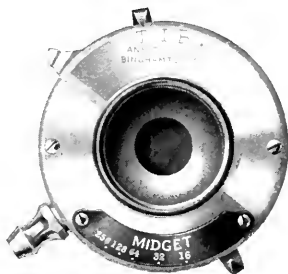
This and the other shutters fitted to Ansco Cameras are made by the Wollensak Optical Co., Rochester, N. Y., who guarantee them to us and to our customers. In case the shutter should need repairing it will save time to send it direct to the manufacturers.



THE IMPORTANT SHUTTER QUESTION



Midget Shutter



THIS shutter is in general principles similar to the Junior but not so elaborate in workmanship. It is self-setting and operated by a finger release lever. It is provided with "time," "bulb" and instantaneous exposures and with iris diaphragm, giving lens openings from U. S. 16 to 256. The body case is finished in brass lacquer, the levers in polished nickel.

This and the other shutters fitted to Ansco Cameras are made by the Wollensak Optical Co., Rochester, N. Y., who guarantee them to us and to our customers. In case the shutter should need repairing it will save time to send it direct to the manufacturers.



Ansco Anastigmat Lens for 1913

THE lens is the most important part of a camera. Our experience of sixty years in the manufacture and sale of cameras has demonstrated this beyond a doubt.

The lens feature of the Ansco Cameras for 1913 has received our first consideration, and we have secured for each model the highest quality and the most advanced type of lens possible within the price of each instrument. Any limitation compared with high-grade Anastigmats has been compensated by the general construction and the speed of the shutter.

We have also carefully considered the requirements of the amateur who may wish to make pictures under adverse conditions, possible only with a high-grade Anastigmat. After the most painstaking tests and comparisons, we decided in favor of the Ansco Anastigmat. The Ansco Anastigmat is a lens of general application; that is, as nearly universal as possible. There is no one lens that will do every kind of work equally well, but the Ansco Anastigmat will do the greatest number of things best. It will give perfect satisfaction for portraits, landscapes, architectural work, interiors, and may be used as a long focus lens. It meets the one lens requirement of amateur photography, which comprises all the recognized branches of photographic activity.

Each Ansco Camera that will admit of a different lens from that included in the regular equipment is listed on page 40 with Ansco Anastigmat lenses, also with Goerz Dagor, under the caption, "Special Lens and Shutter Equipment."



BUSTER BROWN SERIES



No. 2 Buster Brown



SPECIFICATIONS: For pictures $2\frac{1}{4} \times 3\frac{1}{4}$ inches; adapted for six exposure Film (4A).

Dimensions, $3\frac{1}{2} \times 4\frac{1}{2} \times 5\frac{1}{2}$ inches. Weight, 13 ounces. Lens, fixed focus Meniscus of fine quality. Shutter, enclosed within the box and arranged for both snapshot and time exposures. Diaphragm with three different size openings. Two finders for horizontal and vertical pictures. Noiseless winding key. Covered with fine imitation leather. Made of wood throughout.

THIS camera, in common with all of those embraced in the Buster Brown Series, is designed with special reference to the wants, capabilities and aims of boys and girls. It is the first in the Buster Brown Series which ranges progressively in price and efficiency in the order that age and photographic knowledge of boys and girls require. It is essentially a camera for snapshot photography, requiring no focusing and having in mind the distance at which the picture is to be taken. It must not be thought that because the price is so moderate that it is not a practical instrument in every respect. It will produce the best work demanded within its scope.

Price

No. 2 Buster Brown.....	\$2.00	Anso Portrait Attachment	\$.50
Carrying Case.....	.75	Six Exposure Film, $2\frac{1}{4} \times 3\frac{1}{4}$ (4A).....	.20



BUSTER BROWN SERIES



No. 2 A Buster Brown



SPECIFICATIONS: For pictures $2\frac{1}{2} \times 4\frac{1}{4}$ inches; adapted for six or twelve exposure Film (6A or 6B).

Dimensions, $3\frac{1}{4} \times 5\frac{1}{4} \times 6$ inches. Weight, 18 ounces. Lens, Meniscus Achromatic. Shutter, enclosed within the box and provided for time and instantaneous pictures. Diaphragm with three different size lens openings. Two ground-glass finders for horizontal and vertical pictures. Noiseless winding key. Covered with fine imitation leather.

THIS camera speaks for itself. It is nearly an Ansco in construction. The same as the No. 2 Buster Brown, and different from all other cameras of the same price on the market, it is made of well-seasoned wood throughout. The trimmings are heavily nickelplated and polished. One feature of this camera worthy of notice is that the spool support is contained within a metal cup which makes it impossible for the spool to bind in winding.

Price

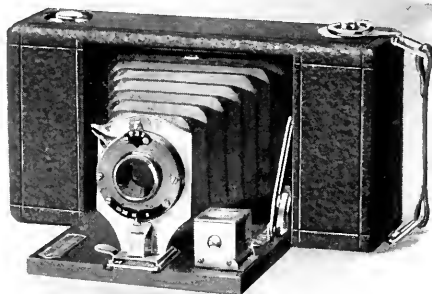
No. 2A Buster Brown.....	\$3.00	Ansco Portrait Attachment.....	\$.50
Carrying Case.....	.75	Six Exposure Film, $2\frac{1}{2} \times 4\frac{1}{4}$ (6A).....	.25
		Twelve Exposure Film, $2\frac{1}{2} \times 4\frac{1}{4}$ (6B) \$.50



BUSTER BROWN SERIES



No. 1 Folding Buster Brown



SPECIFICATIONS : For pictures $2\frac{3}{4} \times 3\frac{1}{4}$ inches; adapted for six exposure Film (4A).

Dimensions, $1\frac{3}{4} \times 3\frac{1}{2} \times 6\frac{3}{4}$ inches. Weight, 16 ounces. Lens, a good Meniscus Achromatic. Shutter, self-setting and operated by a finger release lever. For time, bulb and instantaneous pictures. Finder, brilliant—for horizontal and vertical pictures. Noiseless winding key.

THIS is a fixed focus folding pocket camera. It is quick in action, both because the bellows draws out quickly and because it requires no focusing; that is, the distance need not be considered. Its appearance is very striking, as all trimmings are well nickelplated and polished. It has two tripod sockets. The spool-holding arrangement is entirely new in construction. It can be quickly loaded and unloaded, and is equipped with an automatic spring spoon which holds the film taut in winding.

Price

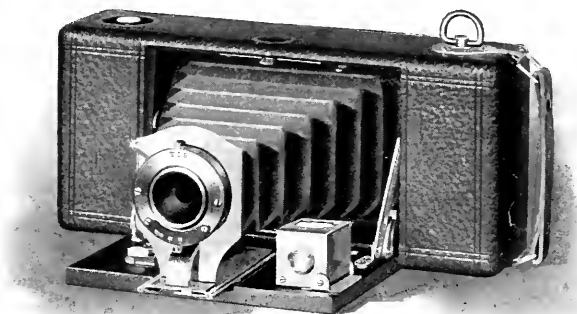
No. 1 Folding Buster Brown, with	Leather Carrying Case.....	\$1.25
Lens and Shutter complete.....	Anso Portrait Attachment.....	.50
Six Exposure Film, $2\frac{3}{4} \times 3\frac{1}{4}$ (4A) \$.20



BUSTER BROWN SERIES



No. 2 A Folding Buster Brown



SPECIFICATIONS: For pictures $2\frac{1}{2} \times 4\frac{1}{4}$ inches; adapted for six or twelve exposure Film (6A or 6B).

Dimensions, $2 \times 4 \times 8\frac{1}{2}$ inches. Weight, 21 ounces. Lens, Ansco Meniscus Achromatic. Automatic spool-holding arrangement. Noiseless winding key. Finder, brilliant, for horizontal or vertical pictures. Automatic focusing lock.

THIS Folding Pocket Camera addition to the Buster Brown line is sure to meet with great favor as it has been manufactured at the earnest solicitation of the great army of Buster Brown users. It is certainly a beautiful instrument—extremely so for its low price. It is covered with imitation seal grain leather and finished in black throughout. The trimmings are all heavily nickelplated and polished.

Price

No. 2A Folding Buster Brown, complete with Lens and Shutter.....\$8.00
Sole Leather Carrying Case..... 1.25
Ansco Portrait Attachment..... .50

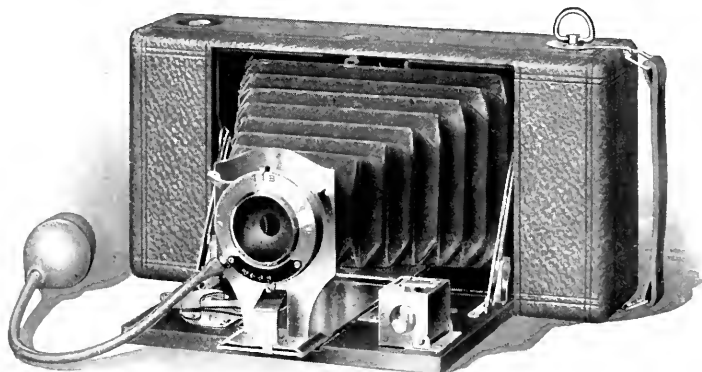
Six Exposure Film, $2\frac{1}{2} \times 4\frac{1}{4}$
(6A).....\$.25
Twelve Exposure Film, $2\frac{1}{2} \times 4\frac{1}{4}$
(6B)..... .50



BUSTER BROWN SERIES



No. 3 A Folding Buster Brown



SPECIFICATIONS: For pictures $3\frac{1}{4} \times 5\frac{1}{2}$ inches; adapted for six or ten exposure Film (18A or 18B).

Dimensions, $2\frac{1}{2} \times 4\frac{3}{4} \times 9\frac{3}{4}$ inches. Weight, 29 ounces. Lens, Ansco Meniscus Achromatic. Shutter, Midget. Finder, brilliant, reversible, for horizontal and vertical pictures, in combination with two tripod sockets. Noiseless winding key. Safety spool-holding arrangement. Automatic focusing lock so devised that when set for a certain distance the bellows will lock at that point, but may be adjusted to any other distance by the lever if a change is necessary.

THE $3\frac{1}{4} \times 5\frac{1}{2}$ camera is certainly a very popular size as evidenced by the popularity of the No. 9 and No. 10 Ansco Cameras, and those who depend on the Buster Brown family, which has so far managed to supply cameras nearly Ansco in construction but at exceedingly low prices, have been looking for a new addition in the shape of a $3\frac{1}{4} \times 5\frac{1}{2}$ camera. For their benefit the No. 3A Folding Buster Brown is manufactured. This instrument has black leather bellows and is covered with seal grain imitation leather and has nickelplated fittings.

Price

No. 3A Buster Brown, $3\frac{1}{4} \times 5\frac{1}{2}$
in., complete with Lens and
Shutter.....\$10.00
Leather Carrying Case..... 1.50

Six Exposure Film, $3\frac{1}{4} \times 5\frac{1}{2}$
(18A).....\$.40
Ten Exposure Film, $3\frac{1}{4} \times 5\frac{1}{2}$
(18B)..... .70



ANSCO SERIES



No. 1 Ansco



SPECIFICATIONS: For pictures $3\frac{1}{2} \times 3\frac{1}{2}$ inches; adapted for six or twelve exposure Film (8A or 8B).

Dimensions, $4\frac{1}{2} \times 5 \times 6$ inches. Weight, $22\frac{1}{2}$ ounces. Lens, fixed focus Meniscus Achromatic of high quality. Shutter, for time and instantaneous exposures, enclosed within the box and having diaphragm with three different size openings. Finder, brilliant style. Noiseless winding key. Handsome seal grain covering.

THIS high-grade box camera is recommended for snapshot work. It is always ready for action for the reason that the Meniscus Achromatic Lens fitted to it is of the fixed focus style. No focusing or measuring of distance is necessary. It has tripod socket. The camera is complete in itself and has no loose parts to become broken or lost. The finish is of the highest grade in every detail. All trimmings are nickel-plated and polished.

Price

No. 1 Ansco Camera.....	\$5.00	Ansco Portrait Attachment.....	\$.50
Sole Leather Carrying Case	1.25	Six Exposure Film, $3\frac{1}{2} \times 3\frac{1}{2}$ (8A)....	.30
		Twelve Exposure Film, $3\frac{1}{2} \times 3\frac{1}{2}$ (8B) \$.60



ANSCO SERIES



No. 2 Ansco



SPECIFICATIONS: For pictures $3\frac{1}{4} \times 4\frac{1}{4}$ inches; adapted for six or twelve exposure Film (7A or 7B).

Dimensions, $4\frac{7}{8} \times 5\frac{1}{2} \times 6\frac{3}{4}$ inches. Weight, $28\frac{1}{2}$ ounces. Lens, high-grade Meniscus Achromatic. Shutter, for time and instantaneous exposures, enclosed within the box and having diaphragm with three different size openings. Two brilliant finders for horizontal and vertical pictures. Two tripod sockets. Noiseless winding key. Covered with genuine seal grain leather.

THIS camera is the same as the No. 1 Ansco in detail and construction except that it takes a larger picture.

Price

No. 2 Ansco Camera.....	\$6.50	Ansdco Portrait Attachment.....	\$.50
Sole Leather Carrying Case.....	1.50	Six Exposure Film, $3\frac{1}{4} \times 4\frac{1}{4}$ (7A)....	.35
		Twelve Exposure Film, $3\frac{1}{4} \times 4\frac{1}{4}$ (7B) \$.70



ANSCO SERIES



No. 3 Ansco



SPECIFICATIONS: For pictures 4 x 5 inches; adapted for six or twelve exposure Film (10A or 10B).

Dimensions, $5\frac{1}{4} \times 6 \times 7\frac{1}{4}$ inches. Weight, $33\frac{1}{2}$ ounces. Lens, fixed focus Meniscus Achromatic of high quality. Shutter, for time and instantaneous exposures, enclosed within the box and having diaphragm with three different size openings. Two brilliant finders and two tripod sockets for horizontal and vertical pictures. Noiseless winding key. Covered with genuine seal grain leather.

THIS camera is the same as the No. 1 and No. 2 except that it takes a larger size picture.

Price

No. 3 Ansco Camera.....	\$7.00	Ansco Portrait Attachment.....	\$.50
Sole Leather Carrying Case	1.50	Six Exposure Film, 4 x 5 (10A).....	.45
		Twelve Exposure Film, 4 x 5 (10B) \$.90



ANSCO SERIES



No. 3A Ansco



SPECIFICATIONS: For pictures $3\frac{1}{4} \times 5\frac{1}{2}$ inches; adapted for six or ten exposure Film (18C or 18D).

Dimensions, $5\frac{1}{4} \times 6\frac{3}{4} \times 7\frac{1}{4}$ inches. Weight, $37\frac{1}{2}$ ounces. Lens, fixed focus Meniscus Achromatic of high quality. Shutter, for time and instantaneous exposures, enclosed within the box and having diaphragm with three different size openings. Two brilliant finders for horizontal and vertical pictures and two tripod sockets. Noiseless winding key. Covered with genuine seal grain leather.

THIS camera is the same as the No. 3 in detail and construction only that it makes a postal card size picture.

Price

No. 3A Ansco Camera.....	\$7.25	Ansco Portrait Attachment.....	\$.50
Sole Leather Carrying Case.....	1.50	Six Exposure Film, $3\frac{1}{4} \times 5\frac{1}{2}$ (18C) ..	.40
		Ten Exposure Film, $3\frac{1}{4} \times 5\frac{1}{2}$ (18D) \$.70

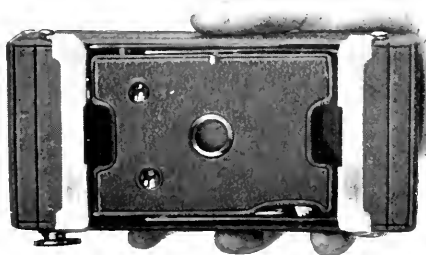


ANSCO SERIES



AnSCO V-P

The ANSCO V-P is a Handy
Little Camera



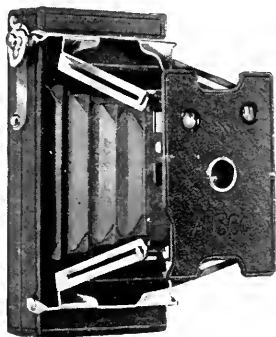
Can Be Slipped Into Coat, Vest
or Hip Pocket

IT is not always convenient to carry the usual size of folding or box camera, however much it is wanted. In such cases, the ANSCO Vest Pocket Camera will prove a thoroughly reliable substitute. It is so flat, so small, it can be easily slipped into a coat, vest or hip pocket, where it can be reached at a moment's notice.

The making of snapshots with the ANSCO V-P is extremely simple, since it is fitted with a lens that is always in focus, no matter what the distance may be. *The six-exposure film cartridge used is a standard size in all makes of films*, and may be obtained all over the world. Excellent enlargements can be made from pictures made with this little camera.



Ansko V-P



It is made of metal throughout, covered with seal leather. It takes a picture $2\frac{1}{4} \times 3\frac{1}{4}$ inches.

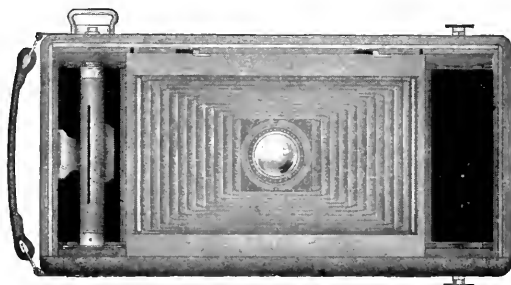
The Ansco V-P is quick in action. One pull of the front extends the bellows by means of a lazy tongs arrangement and automatically clamps it ready to snap any object from 8 feet distance to infinity. It requires no focusing. The method of loading and unloading is so simple and accurate that no description is necessary. Every Ansco V-P, however, is sold with an instruction book. When an Ansco V-P is folded it looks more like a lady's jeweled cardcase than a camera. The red peep-hole is the only indication.

Price

Ansko V-P complete with Lens and Shutter, including Soft Case.....	\$7.50
Six Exposure Film, $2\frac{1}{4} \times 3\frac{1}{4}$ (4A).....	.20

▲ IMPORTANT DETAIL IN CONSTRUCTION OF
FOLDING CAMERAS ▲

Back View of Ansco Folding Cameras



Open—Showing the new Spool-holding Arrangement

ALL Ansco and Buster Brown Folding Cameras are constructed with a safety spool-holding arrangement and with a spring spoon which acts like two human fingers under the roll of exposed film. It holds the film taut in winding so that no light can fog the edges of the film. It serves also to hold down the free end of the film when all exposures have been made. Then, when you are ready to take out the spool, this spoon lifts it out easily. In all other makes of film cameras it is necessary at times to pry out the roll with a knife, and in doing this the entire roll is likely to become unrolled, thus ruining the pictures. Comparison is necessary to appreciate the precision, efficiency and value of this improvement.

The illustration also shows the closing arrangement of Ansco Cameras. The back can never be accidentally opened, thus doing away entirely with the possibility of ever spoiling a roll of film in this way.



AnSCO Junior Camera



SPECIFICATIONS: For pictures $2\frac{1}{2} \times 4\frac{1}{4}$ inches; adapted for six or twelve exposure Film (6A or 6B).

Dimensions $2 \times 4 \times 8\frac{1}{2}$ inches. Weight, 25 ounces. Lens, high-grade Rapid Symmetrical with speed at U. S. 4. Shutter, self-shutting, operated by a hand lever and automatic in action. (See Junior Shutter p. 11). It is provided with time, bulb and instantaneous exposures. Iris diaphragm with openings from U. S. 4 to 128. Finder, brilliant, for horizontal and vertical pictures. Noiseless winding key.

THIS is a very handsome folding pocket camera covered with seal grain leather. The trimmings are all heavily nickelplated and polished. It has two tripod sockets. The spool-holding arrangement is entirely new in construction. It can be quickly loaded and unloaded, and is equipped with an automatic spring spoon which holds the film taut in winding. No loosely-wound, partly-fogged films possible with this camera.

Price

AnSCO Junior Camera with Lens and
Shutter complete.....\$12.00
Leather Carrying Case..... 1.25

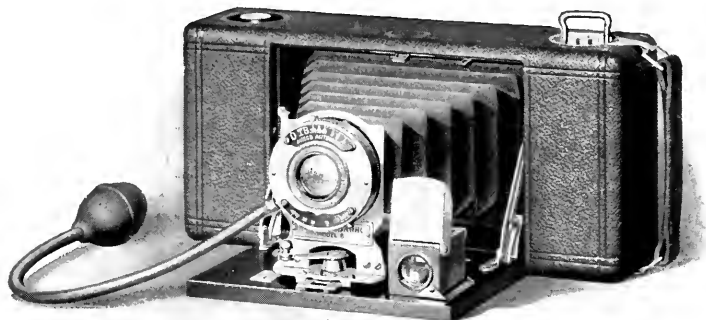
AnSCO Portrait Attachment.....\$.50
Six Exposure Film, $2\frac{1}{2} \times 4\frac{1}{4}$ (6A).... .25
Twelve Exposure Film, $2\frac{1}{2} \times 4\frac{1}{4}$ (6B) .50



ANSCO SERIES



AnSCO Junior Special



SPECIFICATIONS: For pictures $2\frac{1}{2} \times 4\frac{1}{4}$ inches; adapted for six or twelve exposure Film (6A or 6B).

Dimensions, $2 \times 4 \times 8\frac{1}{2}$ inches. Weight, 25 ounces. Lens, AnSCO Anastigmat working at F 6.3, with AnSCO Automatic Shutter. Shutter self-setting, operated by a hand lever and automatic in action. It is provided with time, bulb and instantaneous exposures. Iris diaphragm with openings from F 6.3 to F 45. Finder, brilliant, for horizontal and vertical pictures. Noiseless winding key.

“THIS camera exactly suits me in size, principle, and design, but I am looking for something unique in finish and lens equipment,” has been said so often in regard to the AnSCO Junior that the AnSCO Junior Special is the inevitable outcome. Its value consists in the AnSCO high-grade Anastigmat Lens, the precision of adjustment and finish obtained by disregarding cost of labor and material. It is an AnSCO Junior unlimited within its scope. The price includes a very handsome sole leather case lined with plush.

Price

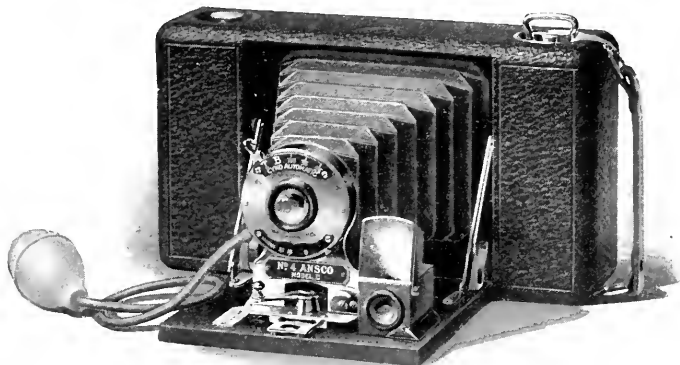
AnSCO Junior Special, complete with Lens, Shutter and Carrying Case.....\$45.00



ANSCO SERIES



No. 4 Folding Pocket Ansco



SPECIFICATIONS: For pictures $3\frac{1}{4} \times 4\frac{1}{4}$ inches; adapted for six or twelve exposure Film (7A or 7B).

Dimensions, $2\frac{1}{2} \times 4\frac{1}{2} \times 8$ inches. Weight, 27 ounces. Lens, high-grade, double Rapid Symmetrical. Fitted with Cyko Automatic Shutter, as per description on p. 10. Focal length of lens, 5 inches, working at U.S.4. Finder, brilliant reversible, for horizontal and vertical pictures, in combination with two tripod sockets. Noiseless winding key.

AN amateur soon graduates from the fixed-focus type of camera and he must then look to a folding bellows camera. The No. 4 Folding Pocket Ansco is designed just to meet this advanced requirement in a simple, light and compact form. It is made of selected mahogany, highly polished throughout. The metal parts are heavily nicked and highly polished. The covering is genuine black seal leather. The spool-holding arrangement is entirely new in construction. It can be quickly loaded and unloaded, and the automatic spring spoon, which is part of the spool-holding device, always holds the film taut in winding.

Price

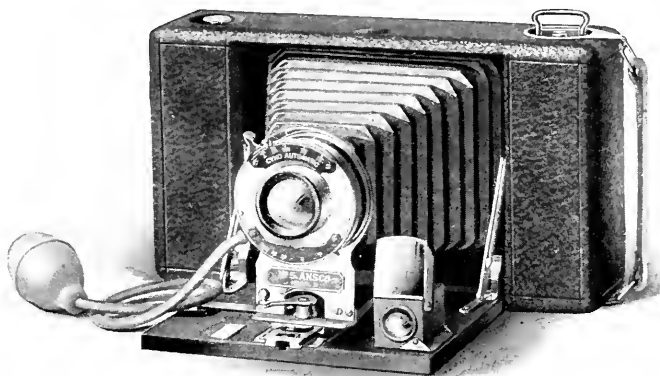
Ansco No. 4 Folding, $3\frac{1}{4} \times 4\frac{1}{4}$ in.,
with Lens and Shutter complete..\$15.00
Sole Leather Carrying Case..... 1.50
Ansco Portrait Attachment..... .50

Ansco Dry Plate Attachment, includ-
ing Holder.....\$ 3.50
Double Dry Plate Holder, $3\frac{1}{4} \times 4\frac{1}{4}$ 1.25
Six Exposure Film, $3\frac{1}{4} \times 4\frac{1}{4}$ (7A).. .35

Twelve Exposure Film $3\frac{1}{4} \times 4\frac{1}{4}$ (7B) \$.70



No. 5 Folding Pocket Ansco



SPECIFICATIONS: For pictures 4 x 5 inches; adapted for six or twelve exposure Film (10A or 10B).

Dimensions, $2\frac{1}{2} \times 5 \times 9$ inches. Weight, 35 ounces. Lens, high-grade Rapid Symmetrical, with speed of U. S. 4; fitted with Cyko Automatic Shutter. (See description p. 10). Focal length of lens $6\frac{1}{2}$ inches. Finder, brilliant reversible, for horizontal and vertical pictures. in combination with two tripod sockets. Noiseless winding key.

A 4x5 picture appeals to a great many, and to those this camera is recommended. It is in all essentials the same as the No. 4 with this material advantage—that it is fitted with a rack and pinion focusing arrangement. The same as all the rest of the Ansco folding cameras it is provided with the new spool-holding arrangement.

Price

AnSCO No. 5 Folding, 4 x 5 in., with Lens and Shutter complete.....	\$18.50	AnSCO Dry Plate Attachment, in- cluding Holder.....	\$ 3.50
Sole Leather Carrying Case.....	1.50	Double Dry Plate Holder, 4 x 5.....	1.25
AnSCO Portrait Attachment.....	.50	Six Exposure Film, 4 x 5 (10A)45
Twelve Exposure Film, 4 x 5 (10B) \$.90			



No. 9 Folding Pocket Ansco



SPECIFICATIONS: For pictures $3\frac{1}{4} \times 5\frac{1}{2}$ inches; adapted for six or ten exposure Film (18A or 18B).

Dimensions, $2\frac{1}{4} \times 4\frac{3}{4} \times 9\frac{3}{4}$ inches. Weight, $35\frac{1}{2}$ ounces. Lens, high-grade Rapid Symmetrical with speed at U. S. 4. Shutter, Cyko Automatic, as per description on p. 10. Focal length of Lens $6\frac{1}{2}$ inches. Rack and pinion for focusing with precision. Finder, brilliant reversible, for horizontal and vertical pictures, in combination with two tripod sockets. Noiseless winding key. New spool-holding arrangement.

THIS is an extremely popular camera on account of the size of the picture it takes, which is $3\frac{1}{4} \times 5\frac{1}{2}$ inches, for the reason that it allows great scope in photographing landscapes and also permits making beautiful panel portraits. It is also the right size for postal cards. With the use of the Ansco Portrait Attachment it will make large size bust portraits.

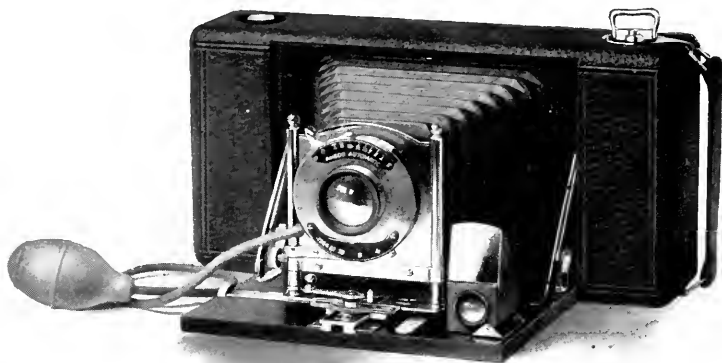
Price

Ansco No. 9 Folding, $3\frac{1}{4} \times 5\frac{1}{2}$ Camera, with Lens and Shutter complete.....	\$20.00
Sole Leather Carrying Case	1.50
Ansco Portrait Attachment.....	.50

Ansco Dry Plate Attachment, for $3\frac{1}{4} \times 5\frac{1}{2}$ plate.....	\$ 3.50
Double Dry Plate Holder, $3\frac{1}{4} \times 5\frac{1}{2}$	1.25
Six Exposure Film, $3\frac{1}{4} \times 5\frac{1}{2}$ (18A) ..	.40
Ten Exposure Film, $3\frac{1}{4} \times 5\frac{1}{2}$ (18B) ..	.70



No. 10 Folding Pocket Ansco



SPECIFICATIONS: For pictures $3\frac{3}{4} \times 5\frac{1}{2}$ inches; adapted for six or ten exposure Film (18A or 18B).

Dimensions, $2\frac{1}{2} \times 4\frac{3}{4} \times 9\frac{3}{4}$ inches. Weight, $38\frac{1}{2}$ ounces. Lens, high-grade Rapid Symmetrical with speed at U. S. 4, and focal length of $6\frac{1}{2}$ inches. Shutter, Ansco Automatic, as per description on p. 9. Front, rising, lowering and shifting laterally. Finder, brilliant reversible, for horizontal and vertical pictures, in combination with two tripod sockets. Noiseless winding key. New spool-holding arrangement.

THE popularity of the No. 10 ANSCO is due to the excellent quality and the size of the pictures it takes, $3\frac{3}{4} \times 5\frac{1}{2}$ inches. This is not only the right size for postal cards, but allows great scope in photographing landscapes and street scenes and in making beautiful panel portraits. With the use of the Ansco Portrait Attachment it will make large size bust portraits.

Like all ANSCO and BUSTER BROWN Folding Cameras, this



ANSCO SERIES



No. 10 model is constructed with a safety spool-holding arrangement which holds the film taut in winding so that no light can fog the film. Then when you are ready to take out the film, this safety arrangement lifts it out easily. Compare this with all other makes of film cameras in which it is necessary at times to pry out the roll with a knife, often causing the film to unroll and spoil the pictures.

An amateur soon graduates from the fixed focus type cameras, and he must then look to a folding bellows camera to meet his growing needs and skill. The No. 10 Ansco above illustrated is the most popular of the Folding Pocket Anscons.

Price

Ansco No. 10, Folding, $3\frac{1}{4} \times 5\frac{1}{2}$ Camera, with Lens and Shutter complete.....	\$25.00
Sole Leather Carrying Case	1.50
Ansco Portrait Attachment.....	.50

Ansco Dry Plate Attachment, for $3\frac{1}{4} \times 5\frac{1}{2}$ plate.....	\$ 3.50
Double Dry Plate Holder, $3\frac{1}{4} \times 5\frac{1}{2}$	1.25
Six Exposure Film, $3\frac{1}{4} \times 5\frac{1}{2}$ (18A)40
Ten Exposure Film, $3\frac{1}{4} \times 5\frac{1}{2}$ (18B)70

No. 10 Folding Pocket Ansco Special



SPECIFICATIONS: For pictures $3\frac{1}{4} \times 5\frac{1}{2}$ inches; adapted for six or ten exposure Film (18A or 18B).

Dimensions, $2\frac{1}{2} \times 4\frac{3}{4} \times 9\frac{3}{4}$ inches. Weight, 39 ounces. Lens, Ansco Anastigmat working at F 6.3, with Optimo Shutter. Front, rising, lowering and shifting laterally. Finder, brilliant reversible, for horizontal and vertical pictures, in combination with two tripod sockets. Noiseless winding key. Automatic spool-holding arrangement.

**You can take snapshots on cloudy days
with the No. 10 Folding Pocket Special**

IF you are like most amateur photographers your fondest dream has been of just such a camera. On your vacation, afloat or ashore, and around home—everywhere you go—you have often found some delightful bit of scenery, some pose of a friend, that you attempted to record with the camera you had with you.

Perhaps the day was cloudy, the place was dark, there were so many shadows from the trees—anyway, there wasn't enough



ANSCO SERIES



light—your camera failed you. You didn't blame the camera—it was doing its best. But right then and there you resolved some day to get a camera that *would* take such pictures.

And here it is—the No. 10 Folding Pocket Ansco Special. Whether you want to take a snapshot on dark, gloomy days, or fast time exposures in dull lights, this superb ANSCO will get the picture and get it *right*. The lens is a high-grade Anastigmat working at F 6. 3, with Optimo shutter, a combination which is hard to beat. And they will be pictures that you can show with pride.

This ANSCO Camera is especially made for those who desire an instrument of absolute precision in workmanship, finish and equipment. It must be compared to be fully appreciated. The high quality pictures it takes speak for themselves.

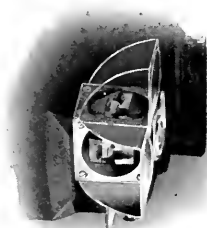
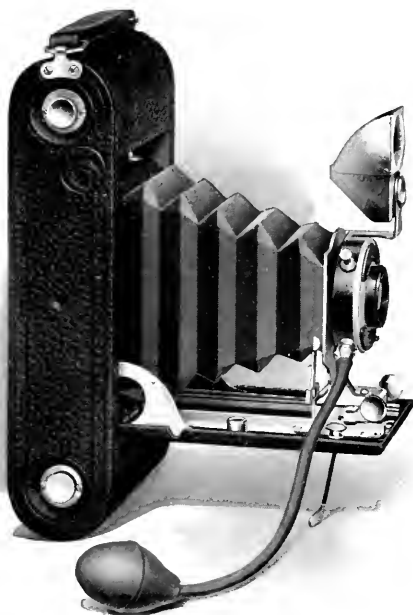
The price includes a beautiful sole leather case lined with plush.

Price

No. 10. Folding Pocket Ansco Special, complete with Lens, Shutter and Carrying Case	\$55.00
---	---------



No. 1A Folding Pocket Ansco



SPECIFICATIONS: For pictures $2\frac{1}{2} \times 4\frac{1}{4}$ inches; adapted for six or twelve exposure Film (6A or 6B).

Dimensions, $13\frac{1}{4} \times 3\frac{3}{4} \times 8\frac{1}{4}$ inches. Weight, 29 ounces. Lens, Ansco Double Rapid Symmetrical. Fitted with Ansco Automatic Shutter, as per description on p. 9. Focal length of lens $4\frac{1}{8}$ inches, working at U. S. 4. Finder, automatic plano reversible. Noiseless winding key. New spool-holding arrangement. Two tripod sockets.

EXPERTS are divided on certain points in camera construction. Some are partisans of the mahogany body, others of the aluminum body; some attach great importance to a camera opening the long way of the film, others are ready to sacrifice this feature. We have worked hard and will continue to work hard to satisfy everybody, hence the new addition of the aluminum body round-cornered cameras to the Ansco line, which



ANSCO SERIES



begins with the $2\frac{1}{2} \times 4\frac{1}{4}$ size, which is so desirable for all-around amateur pictures. Other sizes of the same model will follow and will be listed in subsequent catalogs.

The No. 1A Folding Pocket Ansco opens in position for panel pictures, and to obviate the handicap of other cameras of similar construction, that is, to make it quickly and accurately adjustable for pictures the long way of the film or plate, it is provided with a new patented device in the shape of a finder which automatically reverses the position of the finder-plane to correspond with the focal plane of the Ansco. In other words, so that the shape and field of the picture seen of a miniature size in the finder will be identical with the actual picture taken on the film; thus, there will be no chances of cutting off a pretty girl's head or leaving out a tree or other object intended to be shown in the picture. The illustration of the Ansco brilliant plano reversible finder will make clear this important forward stride in camera finders.

The automatic adjustable focusing scale is another feature worthy of consideration, for with it the changes necessary for different distances are made quickly and with remarkable precision.

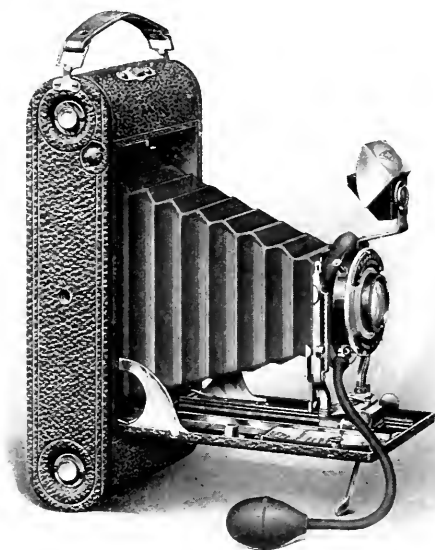
The instrument is provided with footrests for both vertical and horizontal time pictures, and these rests fold out of sight behind the lens plate when not in use. It is altogether a beautiful camera with its rich seal grain covering and heavily nicked and polished metal fittings.

Price

No. 1A Folding Pocket Ansco, $2\frac{1}{2} \times 4\frac{1}{4}$ in., with Ansco Automatic Shutter	Sole Leather Carrying Case.....\$1.50 Ansco Portrait Attachment..... .50 Six Exposure Film, $2\frac{1}{2} \times 4\frac{1}{4}$ (6A)..... .25
Twelve Exposure Film, $2\frac{1}{2} \times 4\frac{1}{4}$ (6B) \$.50	



No. 3A Folding Pocket Ansco



SPECIFICATIONS: For pictures $3\frac{1}{4} \times 5\frac{1}{2}$ inches; adapted for six or ten exposure Film (18A or 18B).

Dimensions, $2 \times 4\frac{3}{4} \times 9\frac{1}{2}$ inches. Weight, 39 ounces. Lens, Ansco double Rapid Symmetrical, with speed U. S. 4. Focal length of lens $6\frac{1}{2}$ inches. Shutter, Ansco Automatic, as per description on page 9. Front, rising, lowering and shifting laterally. Finder, automatic plano reversible (exact radius finder), for vertical and horizontal pictures. Noiseless winding key. New spool-holding arrangement. Two tripod sockets.

THE No. 3A Folding Pocket Ansco has all the improvements embodied in the No. 1A Folding Pocket Ansco—aluminum frame, round corners, automatic adjustable focusing scale, etc. In addition, it is equipped with a rising, lowering and laterally shifting front which allows inclusion or exclusion of the sky or foreground, as the operator may wish. It may be used for dry plates by means of a combination back or dry plate attachment, which we sell specially for the purpose.



ANSCO SERIES



Dry Plate Attachment for No. 3A Folding Pocket Ansco.

THE engraving showing the separate parts of the wonderful automatic exact radius finder will give a partial idea of the value included in the No. 3A Folding Pocket Ansco for the exceedingly low price at which it is listed.

This new finder adds considerably to the cost of manufacture, but is a great forward stride in finder construction as it makes it absolutely impossible for the user to leave out of the picture by oversight or miscalculation an important object desired to be included.

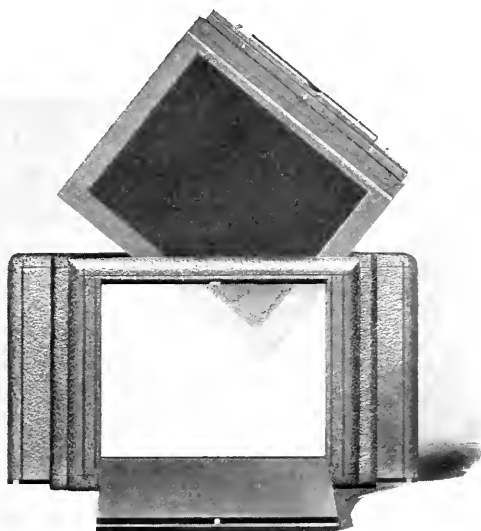
Price

No. 3A Folding Pocket Ansco,
3¼ x 5½ in., complete.....\$25.00
Sole Leather Carrying Case 2.00
Ansco Portrait Attachment..... .50
Ten Exposure Film, 3¼ x 5½ (18B) \$.70

Ansco Dry Plate Attachment, for
3¼ x 5½ plate.....\$3.50
Double Dry Plate Holder, 3¼ x 5½ ... 1.25
Six Exposure Film, 3¼ x 5½ (18A)... .40



AnSCO Dry Plate Attachment



WE supply this attachment, or rather interchangeable back, for those who desire to use dry plates instead of films in the AnSCO Cameras Nos. 4, 5, 6, 7, 9 and 10.

When the AnSCO Dry Plate Attachment is substituted for the film back, the AnSCO camera does not vary in appearance. It remains the same only that it then takes a **double** dry plate holder.

Price

Complete with one D. P. Holder.....	\$3.50	Extra plate holder.....	\$1.25
-------------------------------------	--------	-------------------------	--------



GLASS PLATE PHOTOGRAPHY



Hammer Dry Plates

ALL that can be said about Hammer Plates is contained in HAMMER'S LITTLE BOOK: A Short Talk on Negative Making. Those interested in the best quality procurable in a glass dry plate should send for the above booklet.

Price List

SIZE	Slow, Fast, Extra Fast, Special Orthochromatic Per Dozen	Non-Halation, Ortho- chromatic Aurora Per Dozen	X-Ray Per Dozen	X-Ray Double Coated Per Dozen	Lantern Slide Plates Per Dozen
1 x 1½	\$.20				
2 x 2	.20				
2½ x 2½	.30				
2½ x 4	.35				
3 x 3	.35				
3 x 3½	.35				
3¼ x 3¼	.40				3¼ x 4 \$.55
3¼ x 3½	.40				3¼ x 3¼ .40
3½ x 3½	.40				6½ x 8 2.00
3¼ x 4¼	.45	\$.55			
3¼ x 5½	.65				
4¼ x 4¼	.60				
3½ x 6½	.75	.95			
4 x 5	.65	.80			
4¼ x 5½	.75	.95			
4¼ x 6½	.90	1.10			
4¾ x 6½	.90	1.20			
4 x 7	1.00				
5 x 7	1.10	1.40	\$ 1.40	\$ 1.70	
5 x 8	1.25	1.55	1.55	1.85	
6½ x 8½	1.65	2.10	2.10	2.55	
7 x 9	2.00				
7 x 10	2.10	2.65			
8 x 10	2.40	3.00	3.00	3.60	
10 x 12	4.20	5.15	5.15	6.10	
11 x 14	6.00	7.25	7.25	8.50	
14 x 17	9.00	11.25	11.25	13.50	
16 x 20	13.25	16.40			
17 x 20	14.00	17.25			
18 x 22	16.50	20.40			
20 x 24	20.00	24.65			



IT'S THE FILM THAT MAKES THE PICTURE



AnSCO Non-Curling Films



ARE all numbered and lettered. The number indicates the size and also the camera for which it is intended, and the letter the number of exposures.

To simplify orders and thereby reduce the possibility of mistakes, and also as an assistance to us in our clerical department, we ask that you will kindly order by number and letter, as per the following schedule:

Look for the Number on the Carton

1B—1½ x 2	—12 Ex.	Adapted to Pocket Kodak	\$.25
2A—1⅝ x 2½	— 6 Ex.	" " No. 0 Folding Pocket Kodak and		
		No. 0 Graphic15
2B—1⅝ x 2½	—12 Ex.	Adapted to the same cameras as the 2A25
2C—1⅝ x 2½	— 8 Ex.	Adapted to Vest Pocket Kodak20
3A—2¼ x 2¼	— 6 Ex.	For No. 1 Buster Brown, adapted to No. 1		
		Brownie15



IT'S THE FILM THAT MAKES THE PICTURE



4A— $2\frac{1}{4} \times 3\frac{1}{4}$ —	6 Ex.	For No. 2 Buster Brown, No. 3 Buster Brown, and No. 1 Folding Buster Brown; adapted to No. 2 Brownie, No. 2 Folding Pocket Brownie, and Ansco V-P.	\$.20
5A— $2\frac{1}{4} \times 3\frac{1}{4}$ —	6 Ex.	Adapted to No. 1 Folding Pocket Kodak, and No. 1 Panoram Kodak20
5B— $2\frac{1}{4} \times 3\frac{1}{4}$ —	12 Ex.	Adapted to the same cameras as the 5A40
6A— $2\frac{1}{2} \times 4\frac{1}{4}$ —	6 Ex.	For No. 2A Buster Brown, and Ansco Jr.; adapted to No. 1A Folding Pocket Kodak, No. 1A F. P. K. Special, 1A Speed Kodak, and No. 2A Brownie25
6B— $2\frac{1}{2} \times 4\frac{1}{4}$ —	12 Ex.	Adapted to the same cameras as the 6A50
7A— $3\frac{1}{4} \times 4\frac{1}{4}$ —	6 Ex.	For Nos. 2, 4 and 6 Ansco Cameras; adapted to No. 3 Folding Pocket Kodak, No. 3 Weno Hawk-Eye, No. 3 Buck-Eye, No. 3 Folding Hawk-Eye, Stereo Hawk-Eye, Models Nos. 1, 2 and 3 Combination Hawk-Eye, No. 3 Focusing Hawk-Eye35
7B— $3\frac{1}{4} \times 4\frac{1}{4}$ —	12 Ex.	Adapted to the same cameras as the 7A70
7C— $3\frac{1}{4} \times 4\frac{1}{4}$ —	6 Ex.	Adapted to No. 3 Folding Brownie, No. 3 Brownie, and No. 3 Bull's-Eye Kodak35
7D— $3\frac{1}{4} \times 4\frac{1}{4}$ —	12 Ex.	Adapted to the same cameras as the 7C70
8A— $3\frac{1}{2} \times 3\frac{1}{2}$ —	6 Ex.	For No. 1 Ansco; adapted to No. 2 Bullet, No. 2 Bull's-Eye, No. 2 Flexo Kodak, No. 2 Stereo Pocket Kodak, No. 2 Folding Kodak, Tourist Buck-Eye, and No. 3B Al-Vista30
8B— $3\frac{1}{2} \times 3\frac{1}{2}$ —	12 Ex.	Adapted to the same cameras as the 8A.60
10A—4 x 5 —	6 Ex.	For Nos. 3, 5, 7 and 8 Ansco; adapted to No. 4 Bullet, No. 4 Bull's-Eye, No. 4 Panoram Kodak, No. 4 Folding Buck-Eye, No. 4 Weno Hawk-Eye, No. 4 Folding Hawk-Eye, No. 4 Bullet Special, Model C No. 4 Bull's-Eye Special, 4B Al-Vista, and 4G Al-Vista45
10B—4 x 5 —	12 Ex.	Adapted to the same cameras as the 10A90
10C—4 x 5 —	6 Ex.	Adapted to No. 4 Folding Pocket Kodak, No. 4 Screen Focus Kodak, No. 4 Folding Hawk-Eye, Models 3 and 445
10D—4 x 5 —	12 Ex.	Adapted to the same cameras as the 10C90



IT'S THE FILM THAT MAKES THE PICTURE



11A—4 $\frac{1}{4}$ x 3 $\frac{1}{4}$ —	6 Ex.	Adapted to No. 3 Cartridge Kodak . . .	\$.35
11B—4 $\frac{1}{4}$ x 3 $\frac{1}{4}$ —	12 Ex.	Adapted to No. 3 Cartridge Kodak70
12A—5 x 4 —	6 Ex.	Adapted to No. 4 Cartridge Kodak and 5B, 5C, 5D and 5F Al-Vista45
12B—5 x 4 —	12 Ex.	Adapted to the same cameras as the 12A . .	.90
13A—7 x 5 —	6 Ex.	Adapted to No. 5 Cartridge Kodak, and 7D, 7E and 7F Al-Vista80
13B—7 x 5 —	12 Ex.	Adapted to the same cameras as the 13A . .	1.60
18A—3 $\frac{1}{4}$ x 5 $\frac{1}{2}$ —	6 Ex.	For Nos. 9 and 10 Ansco; adapted to No. 3A Folding Pocket Kodak, No. 7 Weno Hawk-Eye, 3A Folding Hawk-Eye, 3A Folding Brownie and 3A Graflex . .	.40
18B—3 $\frac{1}{4}$ x 5 $\frac{1}{2}$ —	10 Ex.	Adapted to the same cameras as the 18A . .	.70
18C—3 $\frac{1}{4}$ x 5 $\frac{1}{2}$ —	6 Ex.	For No. 3A Ansco; adapted to No. 2 Stereo Brownie and No. 3B Quick Focus Kodak, No. 3B Folding Hawk-Eye, No. 6 Weno Hawk-Eye40
18D—3 $\frac{1}{4}$ x 5 $\frac{1}{2}$ —	10 Ex.	Adapted to the same cameras as the 18C . .	.70
19A—4 $\frac{1}{4}$ x 6 $\frac{1}{2}$ —	6 Ex.	Adapted to No. 4A Folding Kodak and No. 4A Speed Kodak65

Cartridge R. H. Film

14A—4 x 5 —	6 Ex.	Adapted to No. 4 Horizontal Roll Holder . .	.45
15A—4 $\frac{1}{4}$ x 3 $\frac{1}{4}$ —	6 Ex.	Adapted to No. 3 Vertical Roll Holder . .	.35
16A—5 x 4 —	6 Ex.	Adapted to No. 4 Vertical Roll Holder and Auto Graflex45
17A—7 x 5 —	6 Ex.	Adapted to No. 5 Vertical Roll Holder80

Ansco Film Adapted to Cirkut Camera

Width Inches	Length Feet	Price Roll	Width Inches	Length Feet	Price Roll
6	10	\$2.40	8	20	\$ 6.40
6	20	4.80	10	10	4.00
6 $\frac{1}{2}$	3	.80	10	20	8.00
6 $\frac{1}{2}$	6	1.60	12	10	4.80
8	4	1.30	12	20	9.60
8	8	2.60	16	10	6.40
8	10	3.20	16	20	12.80

Cyko Paper



CYKO is a paper of the development class which prints at any time, in any light and from all classes of negatives. It is the paper that makes it possible for the amateur, who is generally too busy throughout the day, to utilize his evening hours making prints from his negatives, and it is the paper that should be used to secure the best prints, whether from glass plate or film negatives, for the following reasons:

Cyko Has Latitude

We will explain what this means:

No one, even an expert, can, by looking at a negative, determine exactly how long to print it (expose it) so as to make a perfect picture. With CYKO, if the right time is 20 seconds and you happen to give it 15, the print will still be good. It will take a little longer to develop and that's all. With any other paper the print will be poor because if you force the development it will fog—the print will be gray—flat—without detail, and lifeless.



Cyko Has Tone Gradations

Almost every negative has thin parts—almost clear glass at times (under exposed shadows) and dense portions (fully exposed high lights). With other papers the resulting print will consist of burnt black paper on one side and chalky white on the other. With CYKO the shadows will be there to be sure, but full of transparency, allowing the details to show in a low tone. The high lights will also be there, full of middle tints and detail. In other words, the light and shadows blend so harmoniously through such soft progressive gradation of tones that there is no strong dividing line.

Cyko is Made in Three Grades

Designated as Contrast, Normal, Soft.

Anyone can tell whether a negative is thin, of normal density or contrastive. For a thin negative CONTRAST CYKO is used; for a normal negative NORMAL CYKO is used, and for a contrastive negative SOFT CYKO will give a beautiful print.

Cyko is Made in Four Surfaces

To suit the subject of your negative, as follows: GLOSSY CYKO has a surface with a high gloss similar to the old P. O. P. glossy gelatin paper. SEMI-MATTE CYKO has an ivory-like matte surface closely resembling that of very smooth Platinum paper. STUDIO CYKO has a surface identical with that of Matte Collodion P. O. P.; that is, a matte surface with a slight sheen which gives a velvety or satin appearance to the print. PLAT CYKO has a surface identical with that of the original Platinum with a rich, almost imperceptible grain.



THE PAPER FOR PRIZE-WINNING PICTURES



Cyko Paper

Price

Surfaces Numbers	Semi-Matte 2	Glossy 3	Plat 5	Studio 6	*Buff
---------------------	-----------------	-------------	-----------	-------------	-------

Contrast (Blue Label)	Normal (Yellow Label)	Soft (Red Label)
-----------------------	-----------------------	------------------

SIZE	Regular Wt.		Double Wt.	
	Doz.	Gro.	Doz.	Gro.
2¼ x 3¼	\$.12	\$ 1.20		
2½ x 2½	.10	1.00		
2½ x 4¼	.12	1.20		
3¼ x 4¼	.12	1.20		
3¼ x 5½	.15	1.50		
3½ x 3½	.12	1.20		
3½ x 12	.30	3.00	\$.35	\$ 3.50
3¾ x 5½ (Cab't)	.15	1.50	.25	2.00
4 x 5	.15	1.50	.25	2.00
4 x 6	.20	1.60	.25	2.00
4¼ x 4¼	.15	1.50	.25	2.00
4¼ x 5½	.20	1.80	.25	2.00
4¼ x 6½	.25	2.50	.30	3.00
5 x 7	.30	3.00	.35	3.50
5 x 8	.35	3.50	.40	4.00
5½ x 7¾	.35	4.00	.45	4.50
6 x 8	.45	4.50	.50	5.00
6½ x 8½	.50	5.00	.60	6.00
7 x 9	.55	6.00	.65	7.00
7½ x 9½	.60	6.50	.75	8.00
8 x 10	.70	7.00	.80	9.00
9 x 11	.90	8.50	1.00	11.00
10 x 12	1.00	10.00	1.20	13.50
11 x 14	1.35	14.00	1.60	17.50
12 x 16	1.70	17.50	2.00	21.50
14 x 17	2.00	21.00	2.40	27.00
16 x 20	2.50	28.00	3.20	36.00
18 x 22	3.00	34.00	4.00	46.00
20 x 24	3.50	40.00	4.80	55.00

*Buff is only made in the Soft grade and in double weight.



Cyko Post Cards

Contrast (Blue Label)		Normal (Yellow Label)		Soft (Red Label)	
SIZE	Doz.	Gro.	Net Rate per 1000		
3 1/2 x 5 1/2 .. \$.15	\$1.50	In U.S. \$ 7.00	In Canada \$ 8.00	
3 1/2 x 11 ..	.35	3.40	“ “ 15.85	“ “ 17.00	

Price of Imprint

All specially printed cards must have our regular heading and trade-mark. No charge for imprinting 5,000 cards or more in a single order. Smaller quantities \$1.50 extra for first thousand, and 50 cents for each succeeding thousand. No orders accepted for less than one thousand.

Cyko in Rolls

Contrast (Blue Label)		Normal (Yellow Label)		Soft (Red Label)	
				Regular Weight	Double Weight
10-yard rolls.....				\$5.00	\$6.00
10-foot rolls				2.00	2.25

The single weight rolls are 25 in. wide.

The double weight rolls are 26 in. wide.

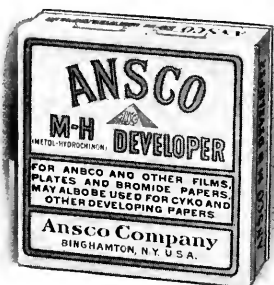


CHEMICALS TO INSURE GOOD RESULTS



AnSCO and Cyko Chemicals

The ANSCO and CYKO preparations are the product of scientifically tested chemicals of the highest degree of purity.



AnSCO M-H Developer

(Metol-Hydrochinon)

Prepared especially for the development of AnSCO and other films, dry plates and bromide papers. Each tube makes 12 ounces of solution for films, plates, and bromide papers, or 8 ounces for developing paper.

Price per box of 5 tubes.....\$.50



AnSCO P-S Developer

(Pyro-Soda)

For the development of AnSCO and other films and dry plates; it is suitable for both tray and tank development. Each tube makes 12 ounces for tray, or 30 ounces for tank at 65° F. and 20 minutes development.

Price per box of 5 tubes.....\$.50



Cyko H-M Developer

(Hydrochinon-Metol)

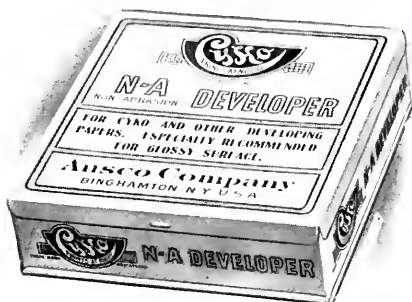
Has become the standard for CYKO and other developing papers, producing rich blue-black prints with great brilliancy.

Each tube makes eight ounces of solution for developing paper, or twelve ounces for films, dry plates, and bromide paper.

Price per box of 5 tubes.....\$.50



CHEMICALS TO INSURE GOOD RESULTS



Cyko N-A Developer (Non-Abrasion)

It is especially desirable for use with Glossy paper as its principal object is to prevent abrasion or friction marks. It gives a soft brilliant print of warm tone. It is not recommended for use with films, plates, or bromide paper.

Each tube makes eight ounces of solution.

Price per box of 5 tubes....\$.50

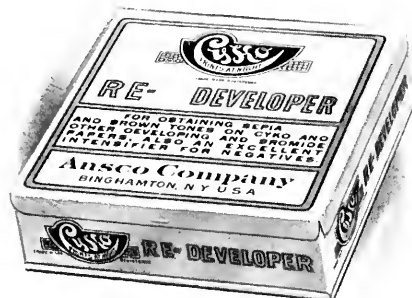


Cyko O-H Developer (Ortol-Hydrochinon)

Gives results very similar to the H-M, but is preferred by some who suffer discomfort from the use of Metol. It is a developer of medium speed with the use of which fog is practically unknown, and will keep in solution for a longer time before oxidizing than one containing Metol.

Directions for use are the same as the CYKO H-M.

Price per box of 5 tubes....\$.50



Cyko Re-Developer (In Dry Form)

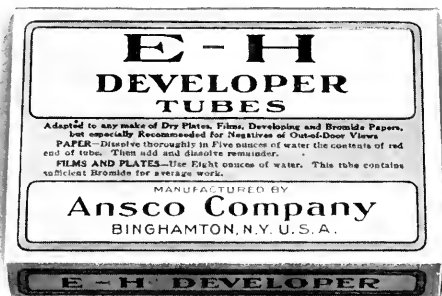
For producing sepia tones on CYKO or other developing and bromide papers. As an intensifier for films and plates it has no superior.

Each tube makes sixteen ounces of the bleaching and sixteen ounces of the re-developing solution.

Price per box of 5 tubes....\$.50



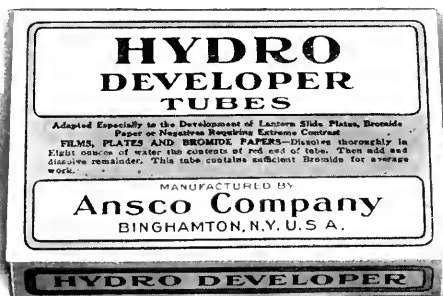
CHEMICALS TO INSURE GOOD RESULTS



E-H Developer Tubes (Eikonogen-Hydrochinon)

Each tube makes 8 ounces for films and plates or 5 ounces for paper.

Price per box of six tubes.....\$.25



Hydro-Developer Tubes (Hydrochinon)

Recommended for the development of lantern-slide plates, bromide papers, or negatives of subjects requiring extreme contrasts while maintaining the transparency of the shadows. Each tube makes 8 ounces.

Price per box of 6 tubes.....\$.25



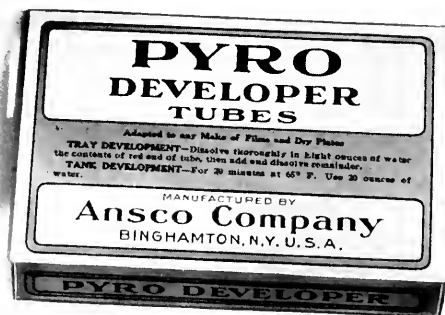
CHEMICALS TO INSURE GOOD RESULTS



M-Q Developer Tubes (Metol-Quinol)

An ideal “all-around” developer having a wide range of adaptability, and equally good for all makes of films, plates, and papers. Each tube makes 8 ounces for plates and films or 5 ounces for papers.

Price per box of 6 tubes.....\$.25



Pyro Developer Tubes (Pyro-Soda)

A most reliable developer for films and plates preserving all the harmonious details of the negative. Each tube makes 8 ounces of solution.

Price per box of 6 tubes.....\$.25



CHEMICALS TO INSURE GOOD RESULTS



Cyko N-A Developer (Liquid)

For the development of paper, but especially intended for use with the Glossy surface.

Put up in a four-ounce bottle sufficient for 20 ounces of solution.....\$.25

Sixteen-ounce bottle..... .75



Cyko Re-Developer (Liquid)

For producing sepia tones on developing paper. The bleaching agent is in tablet form and the re-developing agent in a four-ounce bottle.

Makes sufficient solution to re-develop about 400 4 x 5 prints (4 oz.).....\$.35



Cyko Soda Mixture

Contains the exact proportions of sodium sulphite, sodium carbonate, and potassium bromide for the development of CYKO and other papers, and will be found a great convenience by many who desire to prepare their own developer with their particular proportions of developing agent. For any formula use a quantity of the Cyko Mixture equal to the combined quantity of sulphite and carbonate called for in the formula.

Price per one-pound container.....\$.30



CHEMICALS TO INSURE GOOD RESULTS



Cyko N-A Soda Mixture

(Non-Abrasion)

Especially recommended for use with Glossy paper as it is intended primarily for the prevention of abrasion or friction marks. It is used in the same manner as recommended for the Cyko Soda Mixture and produces brilliant warm tones.

Price per one-pound container.....\$.35
 " " five-pound can..... 1.50

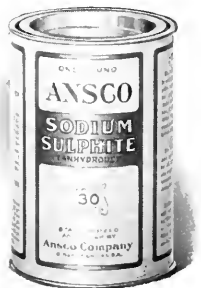


Ansco Sodium Carbonate

(Pure Photographic)

Manufactured especially for the photographic processes, its purity and uniformity is assured by the careful testing in our laboratory. It has nearly three times the strength of the ordinary crystals.

Price per one-pound container.....\$.20
 " " five-pound can..... .90

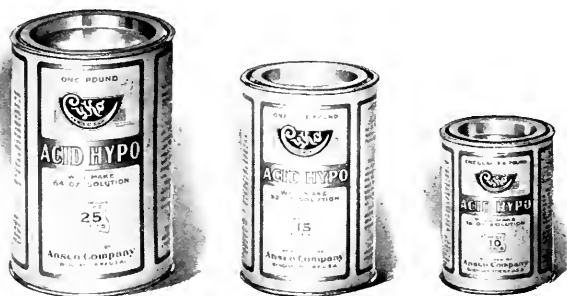


Ansco Sodium Sulphite

(Anhydrous)

Put up by us especially for the photographic trade, we guarantee its purity and uniformity. Double the strength of crystals.

Price per one-pound container.....\$.30
 " " five-pound can..... 1.25



Cyko Acid Hypo

Carefully prepared for the complete and rapid fixing of ANSCO and other films, plates, and papers. The half-pound size makes 32 ounces of solution, and the one-pound size double that quantity.

Price per one-quarter pound container.....	\$.10
Price per one-half pound container.....	.15
Price per one-pound container.....	.25



Ansco Company

Binghamton, N.Y.

Our Branch Offices and Where Located



NEW YORK CITY

Ansco Building, 129-131 W. Twenty-second Street

BOSTON, MASS. 46 Cornhill

CINCINNATI, OHIO . . . 228 East Fifth Avenue

ST. LOUIS, MO. 407 North Broadway

MINNEAPOLIS, MINN. . 416 Third Avenue South

SAN FRANCISCO, CAL. . 171-173 Second Street

TORONTO, CANADA 70 Bond Street

ANSCO LIMITED

143-149 Great Portland Street, London W., England

GETTY CENTER LIBRARY



3 3125 00019 0377

